



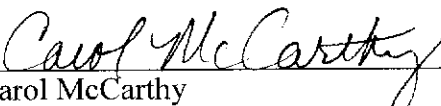
**Date:** October 21, 2008  
**To:** City Manager for Council Information  
**From:** Deputy City Manager  
**Subject:** Final Word Forum 2008

For the third election cycle in a row, the City of Santa Clara will hold an election-eve Final Word Forum as part of the City's award winning Vote Ethics campaign, an element of the City's Ethics & Values Program. At the Final Word Forum, candidates for municipal office will discuss how well they fulfilled the promises they made to conduct honest, fair and respectful campaigns that focused on community issues, qualifications and vision. Campaigns can be hard hitting and critical, but should not be misleading or attempt to deceive voters. The City's Vote Ethics campaign asks voters to pay close attention to candidates' campaign conduct and to hold them accountable at the ballot box. The City's goal is to deepen the public's trust and confidence in its government.


The Final Word Forum will be held in Council Chambers and will be broadcast live on Monday, November 3, 2008, from 7 to 9:30 p.m. on municipal Cable Channel 15. It will also be streamed live on the City's website. The public is invited to attend the forum.

At the Final Word Forum, voters will have an opportunity to hear candidates for municipal office discuss mailers sent to voters in the final week before the election, or review other campaign strategies that raise issues of honesty, fairness and respect. Candidates and residents are also invited to compliment candidates who conducted campaigns that may have been hard-hitting but were also fair and issues-oriented.

Dr. Tom Shanks, consultant for the City's nonpartisan, nonpolitical Ethics & Values Program, will moderate the Final Word Forum. He will select topics for discussion with assistance from the League of Women Voters and other neutral third parties who neither support nor oppose candidates in Santa Clara's municipal election. For more information, visit the City's website at [www.voteethics.org](http://www.voteethics.org).

  
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Carol McCarthy  
Deputy City Manager

APPROVED:

  
\_\_\_\_\_  
Jennifer Sparacino  
City Manager

**Documents Related to this Report:**

1) None.

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